



Think like a Consumer When it comes to Merchandising Summer Items

Impulse and companion sales can easily be increased if you think like a consumer. Putting like and related items together is imperative! Front-End Overhaul offers a few suggestions on how to setup a dynamic and complete summer shopping headquarters:

- **Start with sun care products.** Merchandise by brand – this helps brand-loyal customers to easily locate the lotion that they are looking for. Start with the lower SPF lotions and work to the right with the higher numbers. Include with the sun care products: sunscreen protection, aloe, sunburn relief, moisturizers and self-tanning products. Nearby should be dry eye relief, depilatories and a clip strip of disposable razors. Have lip balm readily available.
- **Add a section of insect repellents,** yard bug sprays and citronella candles. Also offer relief from tick & bug bites, poison ivy, and dry skin. A **complete section would offer herbal and natural products** as well as the standard mix. Zanafel, Eucerin, Bendaryl cream, Aveeno Anti-Itch Cream, Band-Aid Anti-Itch Gel, Calamine Lotion and Lanacane, antibiotic ointments are just a few items that you may want to place in this section.
- One or two shelves of **First Aid** is also a great idea. Offer two different sizes of first aid kits, followed by adhesive bandages and products that will help with minor scrapes, sprains and strains, cold packs and splinter removal aid.
- This can be followed by **picnic and BBQ** supplies, and if available, sandals, visors, coolers and beach toys. Some of the most popular summer toys are plastic pails and shovels, wiffle balls & bats, and frisbees.

Keep your sunglass rack full and near your summer department!

Keep shopping baskets plentiful, clean and easy to find.

Send photos of your complete summer headquarters to gabe.trahan@ncpanet.org